

WHAT IS CLAIMED IS:

1. A transmission data generation method, comprising:

a fixed block size setting step of setting the size of a fixed block based on the overhead;

5 a segment size calculation step of calculating the size of a segment for each segment of the contents based on the size of the said fixed block;

a segment division step of dividing the contents into segments according to the calculated size of said segment;

10 a block division step of dividing said divided segment into blocks; and

a meta contents creation step for creating the contents into meta contents by adding overhead for each one of said divided blocks,

15 wherein the overhead is set for each segment of the contents based on the overhead in said fixed block.

2. A transmission data generation method, comprising:

a fixed block size setting step of setting the size of a fixed block based on the overhead;

20 a fixed block playout time calculation step of calculating the playout time of said fixed block based on the size of said fixed block;

a playout time calculation step of calculating the playout time of a segment for each segment of the contents based on the playout time of said fixed block;

25 a transmission time calculation step of calculating

the transmission time of a segment for each segment of the contents based on the calculated playout time of the segment;

a segment division step of dividing the contents into segments according to said calculated transmission time of
5 the segment;

a block division step of dividing said divided segment into blocks; and

a meta contents creation step for creating the contents into meta contents by adding overhead for each one of said
10 divided blocks,

wherein the overhead is set for each segment of the contents based on the overhead in said fixed block.

3. The transmission data generation method according to Claim 2, wherein in said fixed block size setting step, the
15 size of said fixed block is set so that the overhead becomes a small value.

4. The transmission data generation method according to Claim 3, further comprising an variable block setting step of determining the size or playout time of an variable block which cannot be divided by said fixed block and the overhead of the variable block for each segment of the contents when the size of the segment is not an integer multiplication of the size of the fixed block,

wherein when the size of the segment is not an integer
25 multiplication of the size of the fixed block, the overhead for each segment is set based on the overhead in said fixed

block and the overhead of the variable block of said segment.

5. The transmission data generation method according to
Claim 4, further comprising:

a fixed block transmission time calculation step of
5 calculating the transmission time of said fixed block based
on the playout time of said fixed block;

10 a fixed block count calculation step of calculating
the number of fixed blocks included in the segment for each
segment of the contents based on the transmission time of
said segment and the transmission time of said fixed block;
and

15 a total fixed block playout time calculation step of
calculating the playout time of all the fixed blocks included
in the segment for each segment of the contents based on
said calculated number of fixed blocks and the playout time
of said fixed block,

20 wherein in said playout time calculation step, the
playout time of all the fixed blocks included in said segment
is regarded as the playout time of the segment for each segment
of the contents if the size of the segment is an integer
multiplication of the size of the fixed block, and if the
size of the segment is not an integer multiplication of the
size of the fixed block, the playout time of the segment
is calculated based on the playout time of an variable block
25 of said segment and the playout time of all the fixed blocks
included in said segment.

6. The data generation method according to Claim 5,
wherein in said variable block setting step, the product
of the playout time of said variable block and the overhead
in said variable block is determined for each segment of
the contents using the playout time of all the fixed blocks
included in said segment and transmission time of said
segment, and the playout time of said variable block and
the overhead in said variable block are determined from said
product using a predetermined numerical analysis method.

10 7. A transmission data generation equipment, comprising:

time calculation means which sets the size of a fixed
block based on the overhead, calculates the playout time
of the fixed block based on the size of said fixed block,
calculates the playout time of a segment for each segment
of the contents based on the playout time of said fixed block,
and calculates the transmission time of a segment based on
the calculated playout time of the segment;

15 division means which divides the contents into segments
according to the transmission time of the segment calculated
by said time calculation means and divides said divided
segments into blocks; and

20 meta contents means for converting the contents into
meta contents by adding the overhead for each block divided
by said division means,

25 wherein said time calculation means sets the overhead
for each segment based on the overhead in said fixed block.

8. The transmission data generation equipment according to Claim 7, wherein said time calculation means sets the size of said fixed block so that the overhead becomes a small value.

5 9. The transmission data generation equipment according to Claim 8, wherein when the size of a segment is not an integer multiplication of the size of the fixed block, said time calculation means determines the playout time of an variable block which cannot be divided by said fixed block
10 and the overhead in the variable block, and sets said overhead for each segment based on the overhead in said fixed block and the overhead in the variable block of said segment.